



Public Involvement Plan

Prepared for



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SACRAMENTO RIVER WATER RELIABILITY STUDY

Public Involvement Plan

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INTRODUCTION

Planned growth in Sacramento and Placer counties points to increased water supply needs. Based on the Sacramento Area Water Forum Agreement, the Sacramento River Water Reliability Study (SRWRS) will develop a plan to implement Water Forum Agreement objectives to pursue a Sacramento River diversion to meet the water supply needs of the Placer-Sacramento region and to promote ecosystem preservation along the Lower American River. Public participation is a key component to shaping this plan. The Public Involvement Plan (PIP) is built upon three principal objectives: (1) to inform stakeholders about the SRWRS and its preparation, (2) to gather input from stakeholders on key issues and concerns, and (3) to involve stakeholders in the decision-making process, particularly as it relates to the development of the Environmental Impact Statement/Environmental Impact Report (EIS/EIR).

This PIP will assist the Bureau of Reclamation (Reclamation), cost-sharing partners¹, and participating agencies in working collaboratively with stakeholders, Tribes and the public toward a recommendation that can be effectively implemented. To achieve this end, Reclamation and the cost-sharing partners are committed to maintaining an active role in implementing the PIP's strategies. Regular assessment of the PIP will be conducted to ensure the greatest efficiency and effectiveness of public participation.

The following plan will maximize public involvement throughout the schedule while providing opportunities for participation at key decision-making points.

STRATEGIC MESSAGES

The public involvement process will be developed to meet the complexity of the SRWRS and its anticipated 3-year duration. Reclamation and the cost-sharing partners will focus on conveying six strategic messages:

- SRWRS will evaluate how to use Sacramento River resources to meet water supply needs while protecting the American River watershed and the Sacramento-San Joaquin Delta.
- SRWRS's purpose is to provide long-term safe and reliable water supplies for western Placer and northern Sacramento counties.
- Alternatives will be evaluated within the construct of approved land use planning mandates and appropriate habitat management plan implementation.

¹ Reclamation entered into a Memorandum of Agreement on June 26, 2002 with the Placer County Water Agency (PCWA) committing to a 50 percent cost share for development of a Sacramento River water diversion study. PCWA also entered into separate cost-sharing agreements with third party local sponsors: Sacramento Suburban Water District (SSWD) and the cities of Roseville and Sacramento.

- SRWRS will identify potential impacts and associated benefits to Folsom Reservoir, Lower American River and Sacramento-San Joaquin Delta.
- SRWRS will identify options for each alternative that could reduce to insignificance any water supply impact on water users in the Sacramento River watershed.
- This effort is consistent with the Water Forum Agreement and supports the objective to protect the Lower American River. This effort is also consistent with other completed and on-going comprehensive regional water resources planning efforts such as CALFED Programmatic Record of Decision and its implementation.

IDENTIFICATION OF INTERESTED TRIBES, PUBLICS AND TARGET AUDIENCES

Public involvement activities will identify potentially affected groups and organizations and encourage their participation. In addition, ensuring early Tribal participation is considered an integral step in framing positive future Government-to-Government consultation with Federally Recognized Tribes (see Attachment A for details). Involvement among the following groups will be particularly important to the success of the SRWRS (see Attachment B for details).

1) Tribes

- Federally Recognized Tribes: Tribes who have an interest or could potentially be affected

2) Stakeholders

- Agriculture interests: Businesses and trade associations for farming and agriculture in the affected counties
- Economic development/business interests: Planning and development groups for business and housing throughout the affected counties
- Elected officials: County supervisors, state assembly and senate representatives from affected counties and members of the California Congressional delegation
- Environmental interests: Associations and groups with particular interest in the American and Sacramento Rivers
- Fisheries: Management of fisheries in the affected counties; including recreational fishing interests
- Local governments: Counties and cities within the study area, as well as upstream and downstream of the study area
- Non-Federally Recognized Tribes: Tribes who have an interest or could potentially be affected
- Public agencies: Federal, state and local agencies
- Recreation: Rafting, cycling and boating businesses and interests on the Sacramento and American rivers

3) General Public

- Participants in water planning forums and public meetings
- Interested parties identified by Stakeholders

- Representatives of community and neighborhood associations, and planning councils
- Individuals who respond to invitation to participate

4) Media

- Print: Daily newspapers, community publications, magazines and newsletters
- On-line: All of the above, plus on-line newsletters for Stakeholders
- Electronic: Television and talk radio stations in the greater Sacramento and North Valley media markets

INFORMATION AND INVOLVEMENT TOOLS

Public involvement for SRWRS will include multi-media public outreach to raise awareness and provide opportunities for participation. Public involvement will bring interested parties together in a public dialog at key points and solicit feedback that will help shape study decisions.

Communication Strategies

- I. Develop all outreach and informational materials to be culturally relevant.
- II. Provide regular updates using a variety of communication tools to ensure effective participation.
- III. Use existing communication venues to reach targeted audiences.
- IV. Use the general and community news media to ensure understanding and promote opportunities for public participation.
- V. Develop reader-friendly materials designed to educate, inform and solicit public comment.
- VI. Use a variety of public forums to provide opportunities for understanding and commenting on study activities.

Tactics

I. Develop all outreach and informational materials to be culturally relevant.

A. Research

- Identify diverse populations within the affected communities
- Identify barriers and motivators to reach each target population and address the issue through PIP implementation
- Identify issues of concern for each Stakeholder group

B. Implementation

- Develop informational materials and distribution venues specific to the populations they target
- Identify staff and facilitators representative of each target population in the development and implementation of outreach elements
- Identify select news media to help promote public involvement among target populations

II. Provide regular updates using a variety of communication tools to ensure effective participation.

A. Web site – this resource will provide Internet access to detailed information and will be an effective tool for disseminating information to the media, general public, Stakeholders and community opinion leaders, keeping them apprised of progress.

- Produce a dedicated online resource to communicate SRWRS objectives and details, schedule milestones, public meetings and public handouts (newsletters, fact sheets, etc.)
 - o Launch early 2003
- Update as information becomes available
- Conduct periodic web site analyses to measure effectiveness (i.e., regional use, most requested pages, most downloaded files, etc).

B. Mailing List Databases – a mailing list database will define a network of interested and potentially affected individuals and groups. The database will be sorted into two tiers: Tier I will be comprised of potentially affected contacts in the immediate counties and/or those with express interest in SRWRS, Tier II will include all other potentially affected contacts. Opportunities to be added to the mailing list will be provided at all outreach activities and on the web site. E-mail and mailing addresses for all contacts will be included to allow delivery of both hard documents and electronic documents.

- Update and maintain mailing list database

C. Direct Mailings – a variety of mailings, which will be designed to ensure understanding of SRWRS activities and promote public participation, will be distributed to contacts from the mailing list database.

- Invitation for briefing and/or presentation
 - o Winter 2003
 - o Distribute to Tier I

- Postcard launching web site
 - o Early 2003
 - o Distribute to Tier I and Tier II
- Quarterly newsletter(s)
 - o Early 2003 through Fall 2005
 - o Distribute to Tier I and Tier II
- Public meetings/hearings announcements
 - o As required
 - o Distribute to Tier I and Tier II
- Notification of availability of reports
 - o Ongoing
 - o Distribute to Tier I and Tier II

D. Briefings – this resource will focus on providing information at study milestones or when potentially controversial aspects of the study arise.

- Respond to requests for briefings
 - o Ongoing
- Prepare staff and/or cost-sharing partners to conduct briefings at key milestones

E. Presentations – updates will be presented to Reclamation managers and technical review staff, as well as managers and technical review staff of other Federal and state resource and regulatory agencies to facilitate management direction and policy decisions.

- Identify target audiences
- Prepare staff and/or cost-sharing partners to participate in presentations at key milestones

III. Use existing communication venues to reach targeted audiences.

A. Newsletter Inserts – requests for newsletter inserts will be made to existing publications of various organizations as a means to provide updates to target audiences.

- Identify publications and obtain permission to provide periodic updates
- Distribute newsletter inserts
 - o As updates become necessary
 - o Prior to public meetings

B. Meetings Handouts – materials that ensure understanding and promote effective public participation will be shared and distributed at community meetings such as County Board of Supervisors meetings, City Council meetings, etc.. The web site address and a telephone

point of contact will be listed on materials for those wanting additional information or to provide comments.

- Identify community meetings and obtain permission to provide handouts
- Examples of handouts include fact sheets, maps, news releases, meeting notices/schedules

IV. Use the general and community news media to ensure understanding and promote opportunities for public involvement.

A. Press Kits – outreach to media will play an important role in informing statewide, regional and local interests. Press kits will consist of available study details (overview, map, etc.) and will be updated as the various aspects of the study are developed. Outreach to the media will provide opportunities to give progress reports, provide clarification and correct misinformation. Information will be distributed prior to each public meeting and at decision points.

- Fact sheet
- News release (launch and updates)
- Map
- Media contact list (spokespersons)
- Schedule of public meetings
- Public service announcements

B. Media Database – additions and changes to contact information will be incorporated regularly to ensure timely and effective outreach to the media

- Reporter and editor contacts
- Online publications

C. Display Ads – advance notification of meetings will be placed in newspapers encouraging public participation.

- Display ad(s) 2-weeks prior to public meeting(s)

V. Develop reader-friendly materials designed to educate, inform, and solicit public comment

A. Informational Materials – will outline activities, technical analyses and results, public involvement activities and other related schedules. All information will be distributed at public forums and will be made available on-line.

- Fact sheets
- Map (hand size and presentation size)
- Description of alternatives
- Question/comment cards
- Etc.

B. Presentation Materials – will be used in a variety of settings, including public meetings and briefings.

- Powerpoint show
- Display board(s)

C. Track Comments – public comments will be collected in a database that will be used to ensure that public comments are reviewed and considered.

- Gather feedback via comment cards, telephone, fax, written and e-mail correspondence, etc.
- Build computerized database for record of feedback

VI. Use a variety of public forums to provide opportunities for understanding and commenting on study activities.

A. Scoping Meetings – will help identify the range of actions, alternatives, mitigation measures, and significant effects to be analyzed and is an important activity in a joint National Environmental Policy Act/California Environmental Quality Act review process. Scoping meetings will be held to ensure that individuals, agencies, and organizations in the following communities have the opportunity to participate.

- Butte, Placer, Tehama, Sacramento, and Sutter counties
- Produce scoping summary

B. Public Meetings – will be held to provide opportunities for public participation. Meetings will be held to ensure that individuals, agencies, and organizations in the following communities have the opportunity to participate.

- Butte, Placer, Tehama, Sacramento, and Sutter counties
- Provide meeting summaries

C. Public Hearing(s) – will be held to provide the public an opportunity to comment on the draft EIS/EIR. Hearing(s) will be held to ensure that individuals, agencies, and organizations in the following communities have the opportunity to participate.

- Butte, Placer, Tehama, Sacramento, and Sutter counties

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Attachment A: Tribal Communication Strategy

BACKGROUND

The United States has an Indian trust responsibility to protect and maintain rights reserved by or granted to Indian Tribes or Indian individuals by treaties, statutes, and executive orders, which rights are sometimes further interpreted through court decisions and regulations. This trust responsibility requires that all Federal agencies, including Reclamation, take all actions reasonably necessary to protect trust assets.

This communication strategy is designed to achieve effective outreach and meaningful Tribal participation, resulting in Federally-recognized Tribes participating in an informed decision-making process regarding the effects of the Sacramento River Water Reliability Study (SRWRS) on their respective resources, assets, and members.

OBJECTIVE

The objective of this Tribal Communication Strategy is to establish and maintain communications between Reclamation and Federally Recognized Indian Tribes (Tribes) in a manner that provides Tribes the opportunity to participate in Reclamation's decision-making process. Ensuring early Tribal participation is considered an integral step in framing positive future Government-to-Government consultation with Tribes.

This strategy is consistent with: (1) Executive Order 12898: "Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations," (2) the President's April 29, 1994, memorandum regarding the engagement of Federally recognized Tribal Governments in the planning and development of projects, and (3) the United States trust responsibility to Indian Tribes. As stated in Executive Order 12898, Native Americans are to be included in the context of minority populations; therefore, non-Federally recognized Tribes will be included in stakeholder outreach efforts.

This Indian trust responsibility requires Reclamation to consult with Tribes whenever Federal plans or actions affect Tribal Trust Assets, resources, or Tribal health and safety (see DOI Manual Part 512, Chapter 2). If consultation becomes necessary, this strategy will ensure that the Tribes were afforded the opportunity to be involved in the process leading to consultation.

DESCRIPTION

Because the United States has a responsibility to protect Tribal Trust Assets, careful consideration must be given to Tribes' views regarding potential impacts. Communications with Tribes will mirror the stakeholder process; however, communications with Tribes shall be separate from those with stakeholders.

Moreover, stakeholders and Tribes will have access to the same information and have the same opportunities to provide input and to assist Reclamation in understanding potential impacts.

Tribal governments believed to be potentially interested are:

- Berry Creek Rancheria
- Big Bend
- Chico Rancheria
- Colusa Rancheria
- Cortina Indian Rancheria
- Enterprise Rancheria
- Greenville Rancheria
- Grindstone Rancheria
- Likely Rancheria
- Lookout Rancheria
- Montgomery Creek
- Mooretown Rancheria
- Paskenta Band of Nomelaki Indians
- Redding Rancheria
- Roaring Creek
- United Auburn Rancheria
- Shingle Springs Rancheria

Formal consultation will be initiated if it is revealed that Tribal trust assets may potentially be affected. Formal consultation will consist of Reclamation managers and Tribal council members and/or Tribal chairperson meeting in a Government-to-Government forum. Formal consultation is not included as part of the Tribal Communication Strategy; however, in the event that formal consultation is initiated, it is anticipated that ongoing communications will continue.

It is the responsibility of Reclamation to determine if Tribal Trust Assets may be impacted and, if so, to inform the affected Tribe(s); however, it is anticipated that, through the implementation of this communication strategy, Tribes will assist Reclamation in determining if Tribal Trust Assets are going to be impacted.

COMMUNICATION

Initial contact with potentially interested Tribes will be by letter to Tribal chairpersons. The letter will suggest scheduling an initial informal meeting and include a proposed agenda. Phone calls will be made to confirm receipt of the letter.

While each Tribe will determine how they would like to participate, Reclamation will seek to schedule a joint Tribal meeting to encourage informal discussions.

Non-Recognized Tribes have the opportunity to participate as part of the ongoing stakeholder process (see SRWRS Public Involvement Plan).

MEETINGS

As previously stated, informal discussion meetings with Tribes will mirror stakeholder meetings. Tribes will receive the same information and have the same opportunities to participate in discussions they see as pertinent to the investigation. Meeting formats will be coordinated with Tribal representatives; however, it is anticipated that meetings will be facilitated, informal discussions. An agenda and information packet will be prepared for each meeting. Agendas will be distributed prior to meetings and, if possible, information packets will be supplied in advance.

It is anticipated that potential impacts may be identified throughout the investigation. It is also anticipated that, through these ongoing discussions, resolutions to potential impacts can be identified.

These meetings are not formal consultation; however, at any time throughout the process, Tribes can indicate they would like to initiate formal consultation as outlined in DOI Manual Part 512, Chapter 2.

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Attachment B: Mailing List Databases Summary

The Public Involvement Plan includes outreach to key audiences through direct mailings and follow-up correspondence. The mailing list databases include contact information for interested and affected groups and individuals, and are sorted as follows:

- **Tribes** –Federally Recognized Tribes who may have an interest or could potentially be affected (as identified by Reclamation).
- **Tier I Stakeholders** – identified for having an immediate interest in the SRWRS. Contacts in Tier I will receive a formal announcement of the SRWRS and invitation to receive briefings and presentations. Tier I will also receive an announcement of the web site, invitations to public meetings, quarterly newsletters and formal notification of the Draft Study release and public hearings.
- **Tier II Stakeholders** – identified for having potential interest in the SRWRS. Tier II contacts will receive an announcement of the web site, invitations to public meetings, quarterly newsletters and formal notification of the Draft Study release and public hearings. These contacts may be moved to Tier I according to expressed interest and developments in the SRWRS.
- **General Public** – contact information will be collected at all outreach activities through the web site and as telephone inquiries come in.
- **Tier I News Media**– includes news editors and reporters from television, radio, print and on-line publications within the immediate counties. These contacts will receive press kits, media advisories and press releases as information is released.
- **Tier II News Media** – includes news editors and reporters from television, radio, print and on-line publications from surrounding counties. These contacts will receive information as it is relevant or requested. These contacts may be moved to Tier I according to expressed interest and developments in the SRWRS.

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